



# *A Racy Affair*

***A Kentucky Derby Fundraiser***

## **Become A Sponsor**

Dear Friend,

Last summer, **Piedmont Senior Resources** came to the aid of two elderly sisters who had no air conditioning. One sister was terminally ill with cancer and had just been released from the hospital. The other was recovering from a stroke that left her unable to speak. The two women, both in their 80s, lived together, and needed help. PSR purchased and installed two air-conditioning units to help them stay comfortable in their home during the extreme summer heat. There are many seniors in our community who need assistance.

For 37 years **Piedmont Senior Resources** has provided **advocacy, in-home services, health and nutrition and other vital programs to help seniors 60 and older live independently, safely and with dignity in their own homes.** PSR is a 501(c)3 nonprofit organization that serves seniors in Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway and Prince Edward Counties.

**You can help PSR improve the lives of seniors, and have fun at the same time! Become a sponsor for our first fundraiser – A Racy Affair – A Kentucky Derby themed gala to be held on May 7 from 4 to 8 p.m. at J&J Treeland Farm in Prospect, VA.** Come and enjoy mint juleps, smoked pork, casino games, carriage rides, raffles and a live airing of the Kentucky Derby race. Don't forget to wear your best Derby attire! We're taking photos, and there's a prize for the best homemade Derby hat.

**Money raised will ensure that seniors who need assistance get it. It will also allow PSR to help seniors with minor house repairs and other needs not funded by local, state or federal dollars.** Last year, PSR's staff served over 1,600 seniors in the region and provided nearly 25,000 hours of in-home assistance with tasks, such as preparing meals, light housekeeping, grocery shopping and other needs that seniors were unable to do for themselves. PSR also provided more than 100,000 home delivered and congregate meals to seniors across the region.

**Help support our seniors and raise money for a worthwhile cause by becoming a sponsor and joining us for the fun, food and festivities. YOUR support WILL make a difference!**

With warmest regards,

A handwritten signature in black ink that reads 'Justine A. Young'.

Justine A. Young,  
Executive Director



# A Racy Affair

**A Kentucky Derby Fundraiser**

**May 7, 2016**

J & J Treeland Farm, 2182 Harris Creek Road, Prospect, VA

4:00 -8:00 p.m.

## Sponsorship Levels

<p><b>Triple Crown Sponsor – \$4,000</b></p> <ul style="list-style-type: none"> <li>• Placement of your name/company logo on invitations and tickets</li> <li>• Prominent listing of your name/company logo and recognition in all event media advertising and promotions</li> <li>• Prominent placement of name/company logo on signage at all events</li> <li>• Name/company logo on PSR's website and social media pages.</li> <li>• Full page ad in event program</li> <li>• Ten tickets to event and reserved seating</li> <li>• Horse-drawn carriage ride</li> </ul>	
<p><b>Winner's Circle Sponsor – \$2,000</b></p> <ul style="list-style-type: none"> <li>• Placement of your name/company logo on invitations and tickets</li> <li>• Prominent listing of your name/company logo and recognition in all event media advertising and promotions</li> <li>• Prominent placement of name/company logo on signage at all events</li> <li>• Name/company logo on PSR's website and social media pages.</li> <li>• ½ page ad in event program</li> <li>• Eight tickets to event and reserved seating</li> <li>• Horse-drawn carriage ride</li> </ul>	<p><b>Derby Sponsor – \$500</b></p> <ul style="list-style-type: none"> <li>• Publicity recognition at event</li> <li>• Name/company name listed in the event program</li> <li>• Name/company logo on PSR's website</li> <li>• Four tickets to event</li> </ul>
<p><b>Blue Ribbon Sponsor – \$1,000</b></p> <ul style="list-style-type: none"> <li>• Publicity recognition at event</li> <li>• Name/company logo on PSR's website</li> <li>• ¼ page ad in event program</li> <li>• Six tickets to event</li> <li>• Horse-drawn carriage ride</li> </ul>	<p><b>Derby Patron – \$250</b></p> <ul style="list-style-type: none"> <li>• Publicity recognition at event</li> <li>• Name/company logo on PSR's website</li> <li>• Two tickets to event</li> </ul>

In addition to becoming a sponsor, **you can also sponsor a horse for charitable gaming at \$100. The horse will have your name or company name attached to it. Horse race sponsors will be publicly recognized at the event and on PSR's website.**

**Piedmont Senior Resources** is a 501(c)3 nonprofit organization that advocates for and provides services to seniors 60 and older. A portion of your sponsorship will qualify as a charitable deduction. For more information, call **(434) 767-5588** or contact **Justine A. Young** at [jyoung@psraaa.org](mailto:jyoung@psraaa.org) or **Lorraine Blackwell** at [lblackwell@psraaa.org](mailto:lblackwell@psraaa.org).



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## **Sponsorship Commitment**

\_\_\_\_\_ would like to be a:  
Company or Individual's Name

**Please check one of the following:**

- \_\_\_\_\_ **Triple Crown Sponsor** **\$4,000**
- \_\_\_\_\_ **Winner's Circle Sponsor** **\$2,000**
- \_\_\_\_\_ **Blue Ribbon Sponsor** **\$1,000**
- \_\_\_\_\_ **Derby Sponsor** **\$ 500**
- \_\_\_\_\_ **Derby Patron** **\$ 250**
- \_\_\_\_\_ **Charity Horse Race Sponsor** **\$ 100**

Or:

I would like to make a donation to Piedmont Senior Resources in the amount of  
\$\_\_\_\_\_.

To be included in our printed Derby promotional materials, sponsorships are due on or before **March 31, 2016**.

Please make your check payable to and mail to:

**Piedmont Senior Resources**  
**5339 E. Colonial Trail Highway**  
**Burkeville, VA 23922**

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